

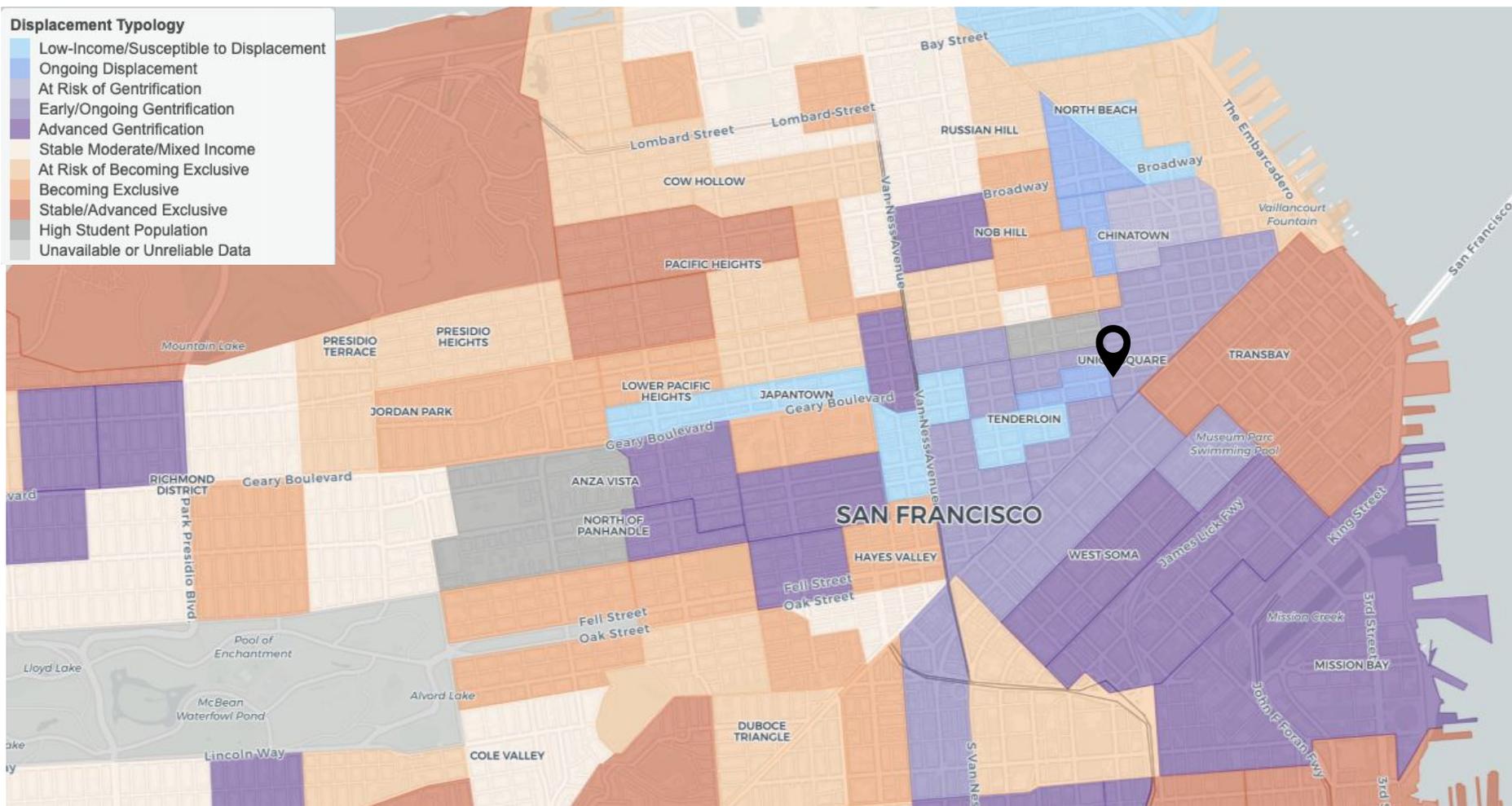
# Gentrification as a form of cultural mismatch



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### Displacement Typology

- Low-Income/Susceptible to Displacement
- Ongoing Displacement
- At Risk of Gentrification
- Early/Ongoing Gentrification
- Advanced Gentrification
- Stable Moderate/Mixed Income
- At Risk of Becoming Exclusive
- Becoming Exclusive
- Stable/Advanced Exclusive
- High Student Population
- Unavailable or Unreliable Data



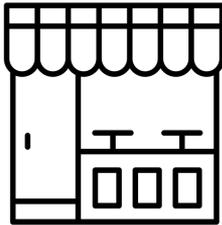
# Gentrification

“A profit-driven racial and class reconfiguration of urban, working-class communities of color that have suffered from a history of disinvestment and abandonment.”

Causa Justa :: Just Cause [<https://cjjc.org/>]

# Does gentrification cause displacement?

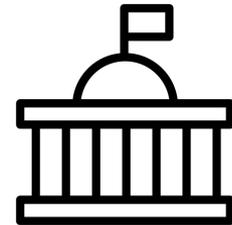
- Mixed evidence for whether gentrification directly leads to residential (i.e., physical) displacement <sup>1</sup>
- Focusing solely on physical displacement overlooks **cultural displacement** <sup>2</sup>



Changing retail options



Criminalizing social behavior

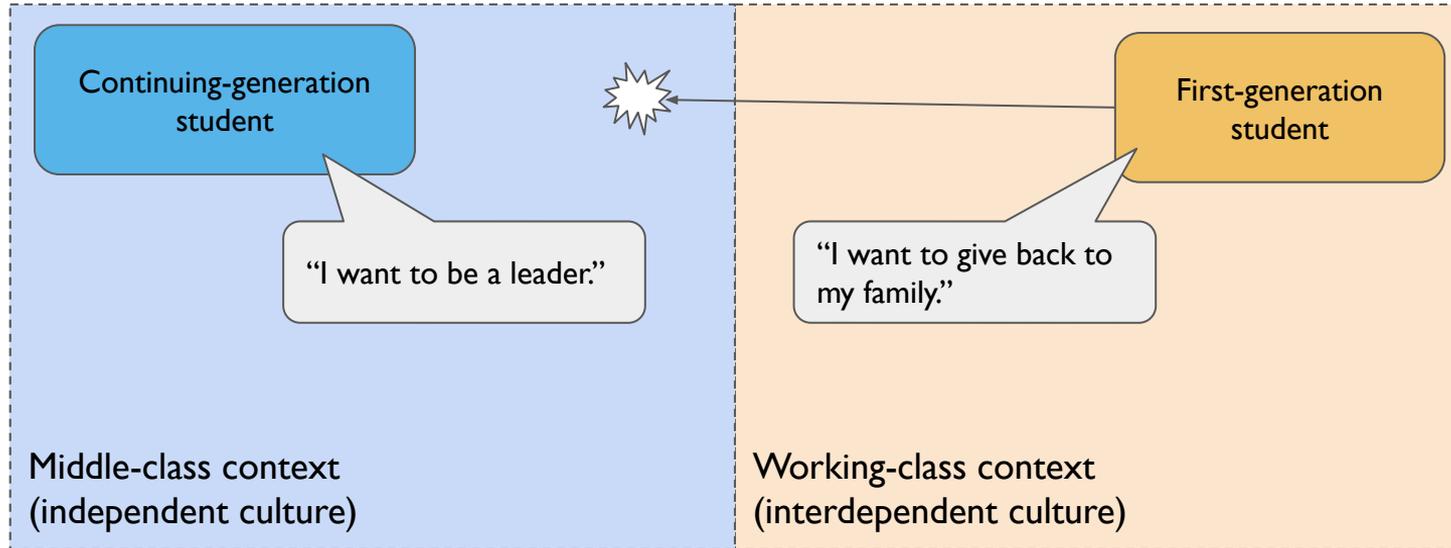


Political erasure

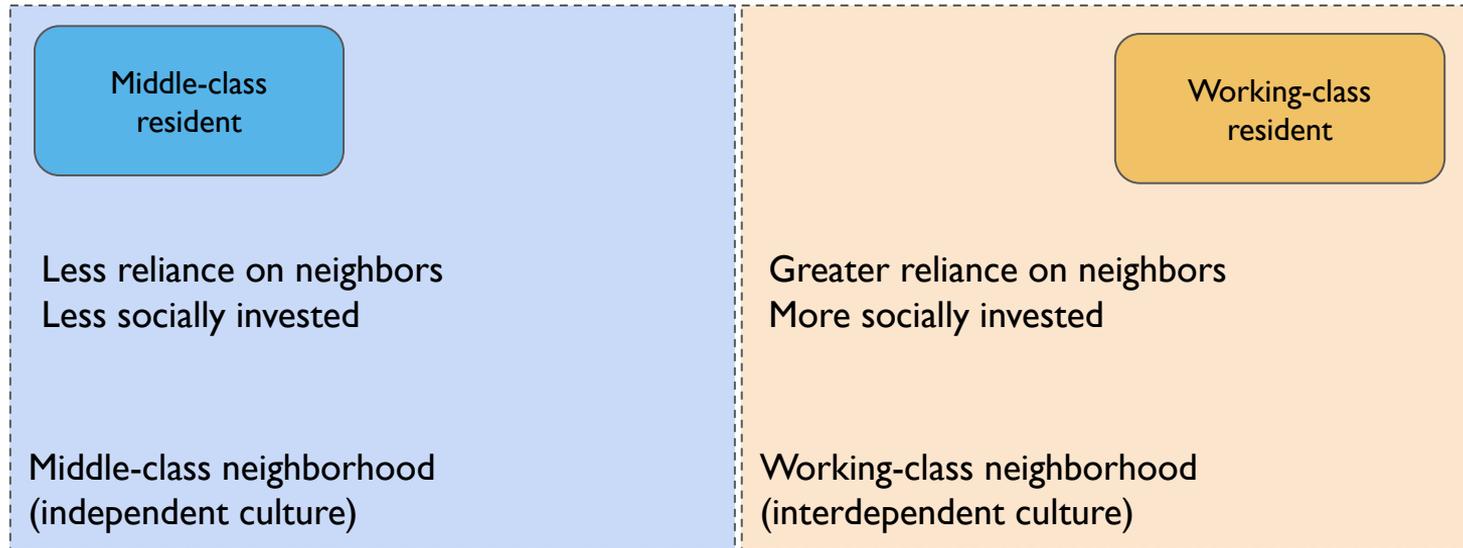
<sup>1</sup> Brummet & Reed (2019), Desmond & Gershenson (2016); Freeman (2005)

<sup>2</sup> Chaskin & Joseph (2012); Hyra (2015); Shaw & Hagemans (2015); Stolper (2019); Sullivan & Shaw (2011)

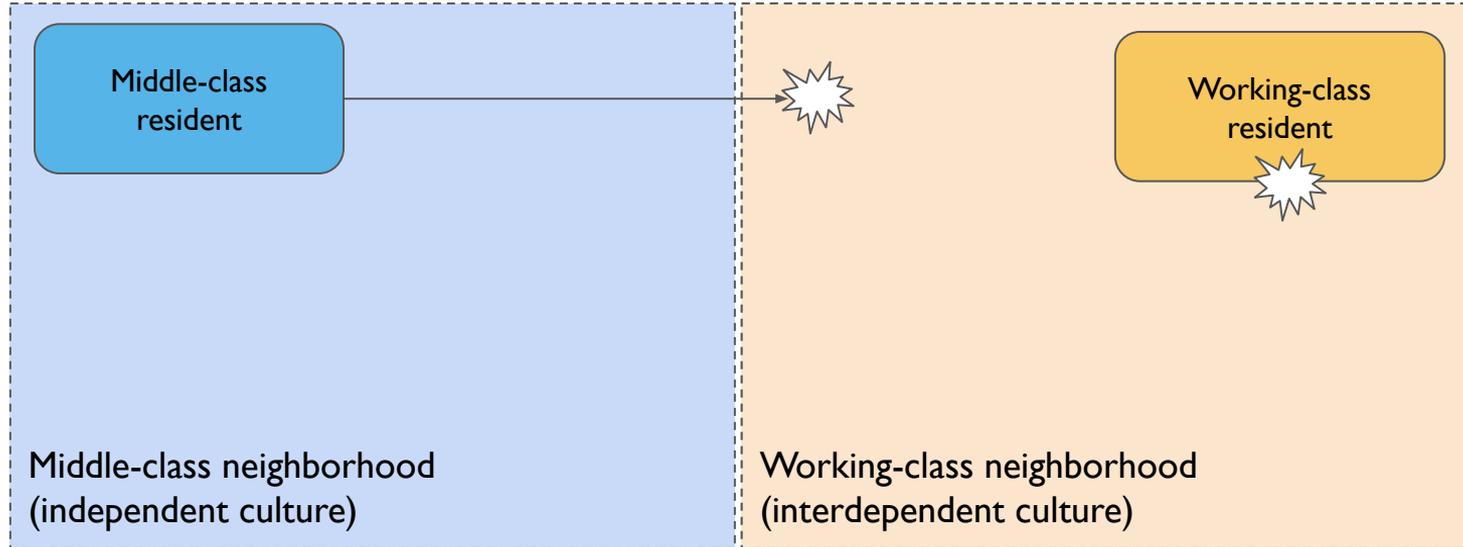
# Cultural mismatch theory



# Cultural mismatch in neighborhoods



# Cultural mismatch in neighborhoods



# Inferring culture from the built environment



# Inferring culture from the built environment

- Physical space is a cultural product <sup>1</sup>
- Innocuous choices in decor and architecture can cue who and what belongs <sup>2</sup>

<sup>1</sup> Bonam et al. (2017)

<sup>2</sup> Cheryan et al. (2009); Driskell & Trawalter (2021); Schmitt et al. (2010); Vuletic (2021)

# Research questions

1. Do gentrifying vs stable neighborhoods visually convey divergent cultural norms?
2. Do gentrifying neighborhoods reduce belonging? Is this moderated by social class?



# Participants

# 885

U.S. adults from  
Prolific

**51% women**, 47% men, 2% sex and gender diverse

**73% White**, 13% Black, 6% Asian, 3% Latinx, 4% multiracial or other racial group

M = **43 years-old** (SD = 16.85)

Two measures of social class:

## **Socioeconomic status (SES)**

Composite of income,  
education, savings

## **Subjective social status (SSS)**

MacArthur's ladder



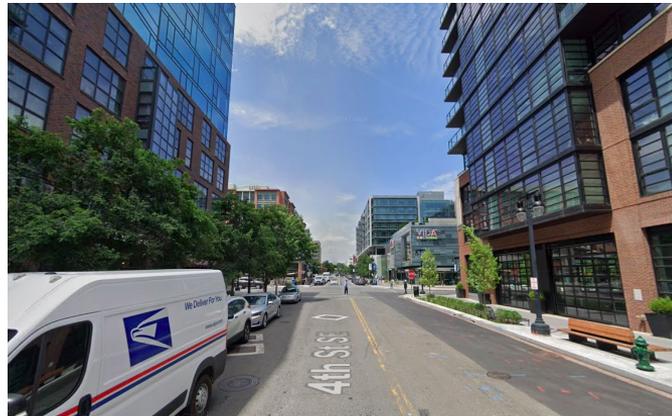
# Procedure

Google Street View photos

Gentrifying  
neighborhood



Stable  
neighborhood



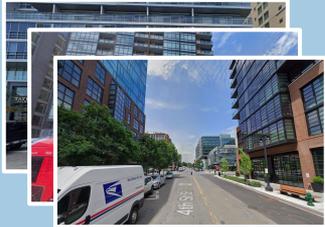
Random  
order



# Procedure

Google Street View photos

Gentrifying  
neighborhood



Stable  
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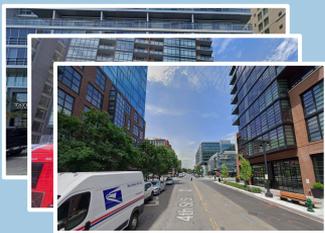
Random  
order



# Procedure

Google Street View photos

Gentrifying neighborhood



Stable neighborhood



Random order



Rate neighborhoods for independence and interdependence

Examples:

Independent ( $\alpha_{\text{Gent}} = 0.52, \alpha_{\text{Stab}} = 0.55$ )  
People who live here mostly keep to themselves.

Local businesses prioritize quick and efficient service.

Interdependent ( $\alpha_{\text{Gent}} = 0.84, \alpha_{\text{Stab}} = 0.87$ )  
People who live here can count on their neighbors to help each other.

Local businesses prioritize warm and friendly service.

1 = Not at all, 5 = Definitely

Belonging

$\alpha_{\text{Gent}} = 0.96, \alpha_{\text{Stab}} = 0.96$

I would fit in well in a neighborhood like this.

I feel like I would belong in a neighborhood like this.

I would feel comfortable in a neighborhood like this.

I would want to live in a neighborhood like this.

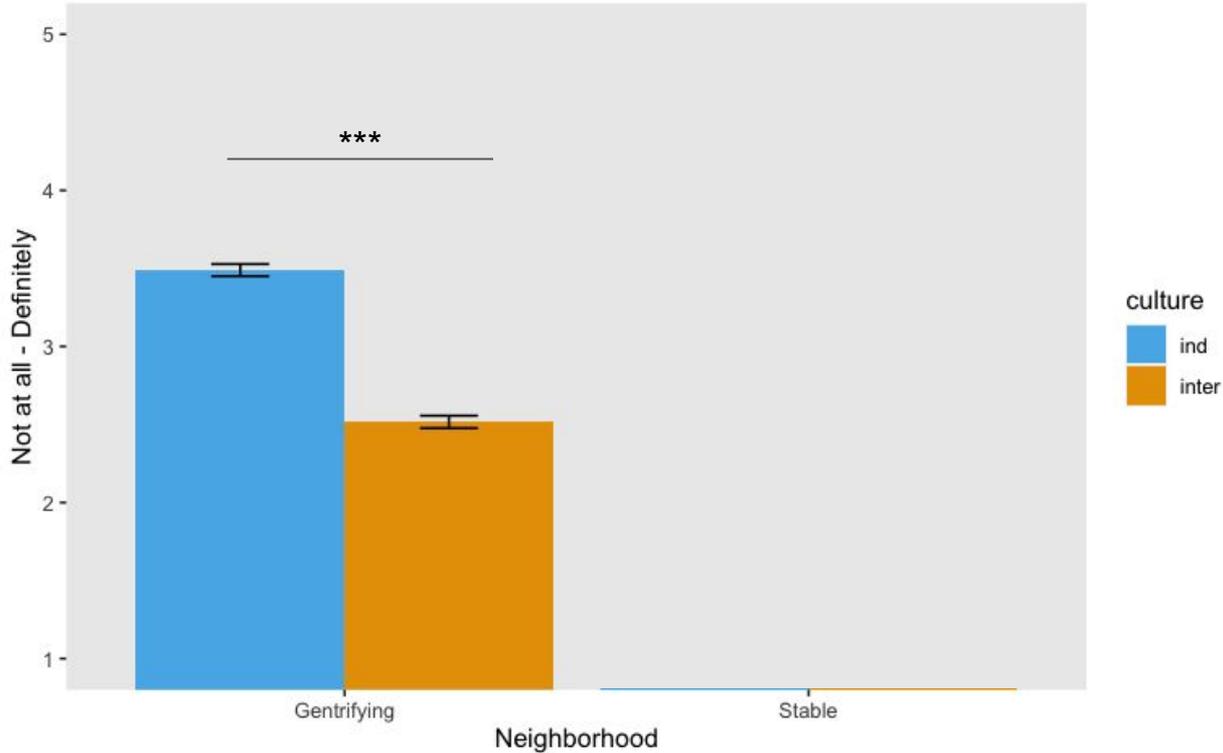
1 = Strongly disagree, 7 = Strongly agree

# RQ1: Do gentrifying vs stable neighborhoods convey divergent cultural norms?



Error bars represent 95% CI

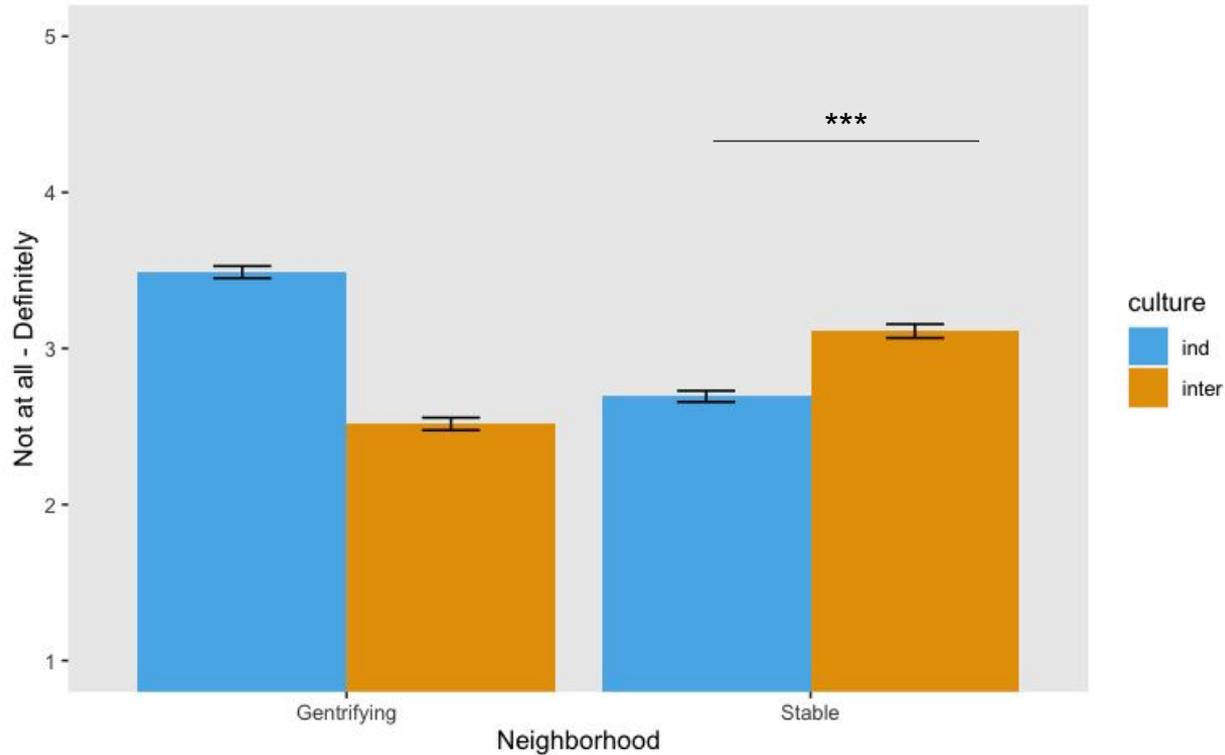
# Gentrifying neighborhood is seen as more **independent** vs interdependent



Error bars represent 95% CI

Neighborhood x Culture:  $b = .35$ ,  $SE = .001$ , 95% CI [.33, .37]

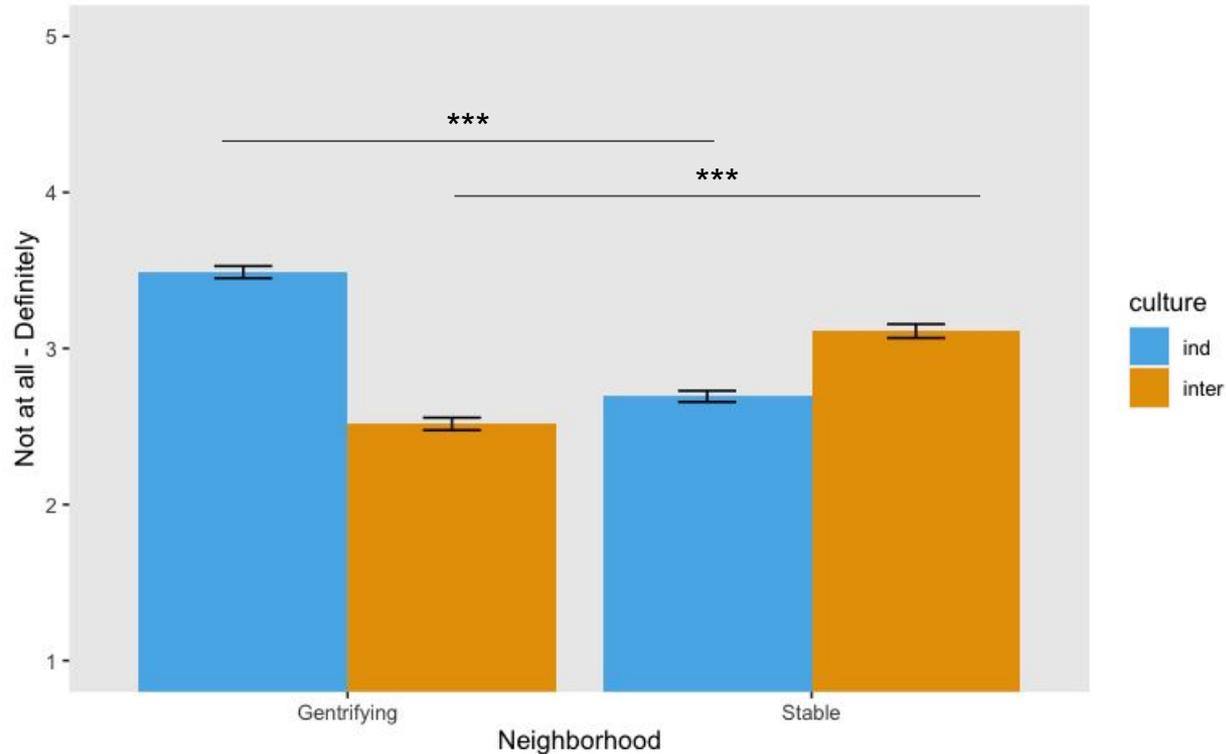
# Stable neighborhood is seen as more **interdependent** vs independent



Error bars represent 95% CI

Neighborhood x Culture:  $b = .35$ ,  $SE = .001$ , 95% CI [.33, .37]

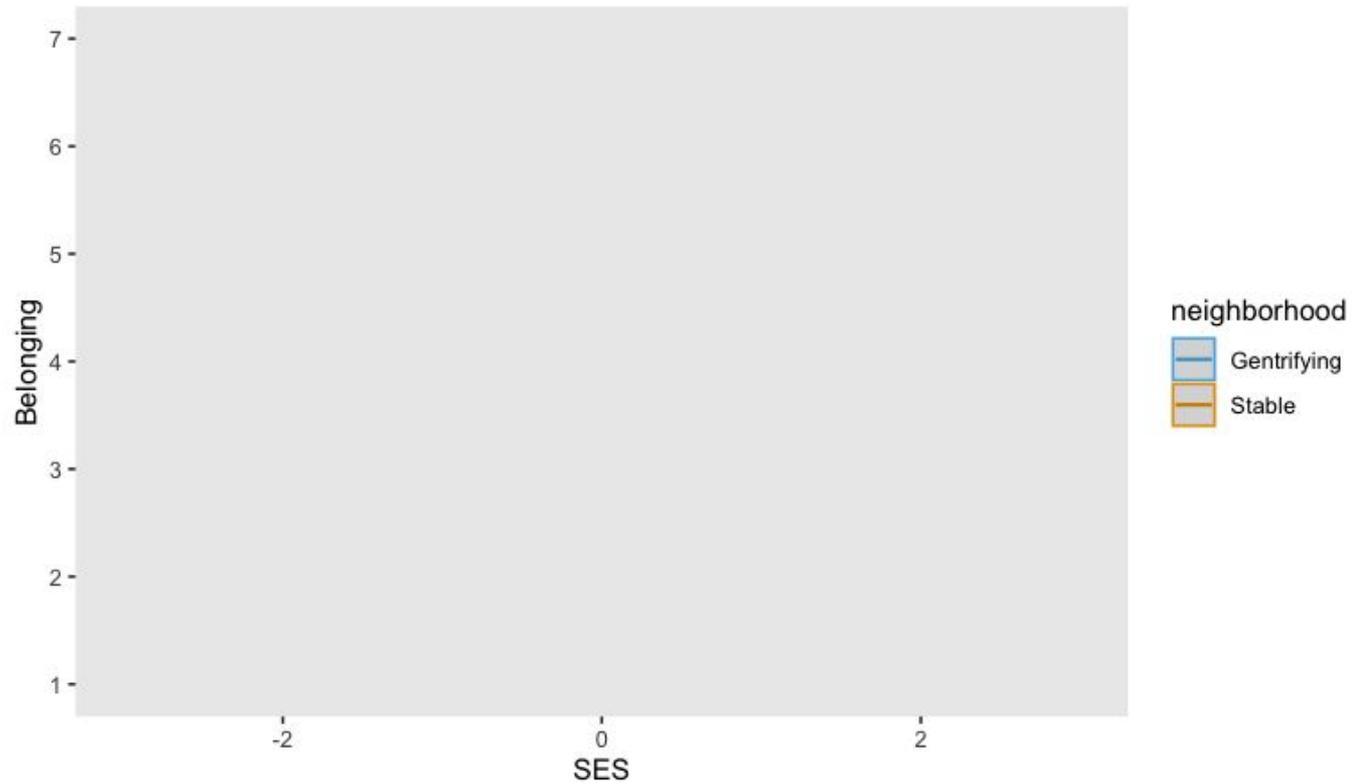
Gentrifying vs stable neighborhood is seen as more independent, whereas stable vs gentrifying neighborhood is seen as more interdependent



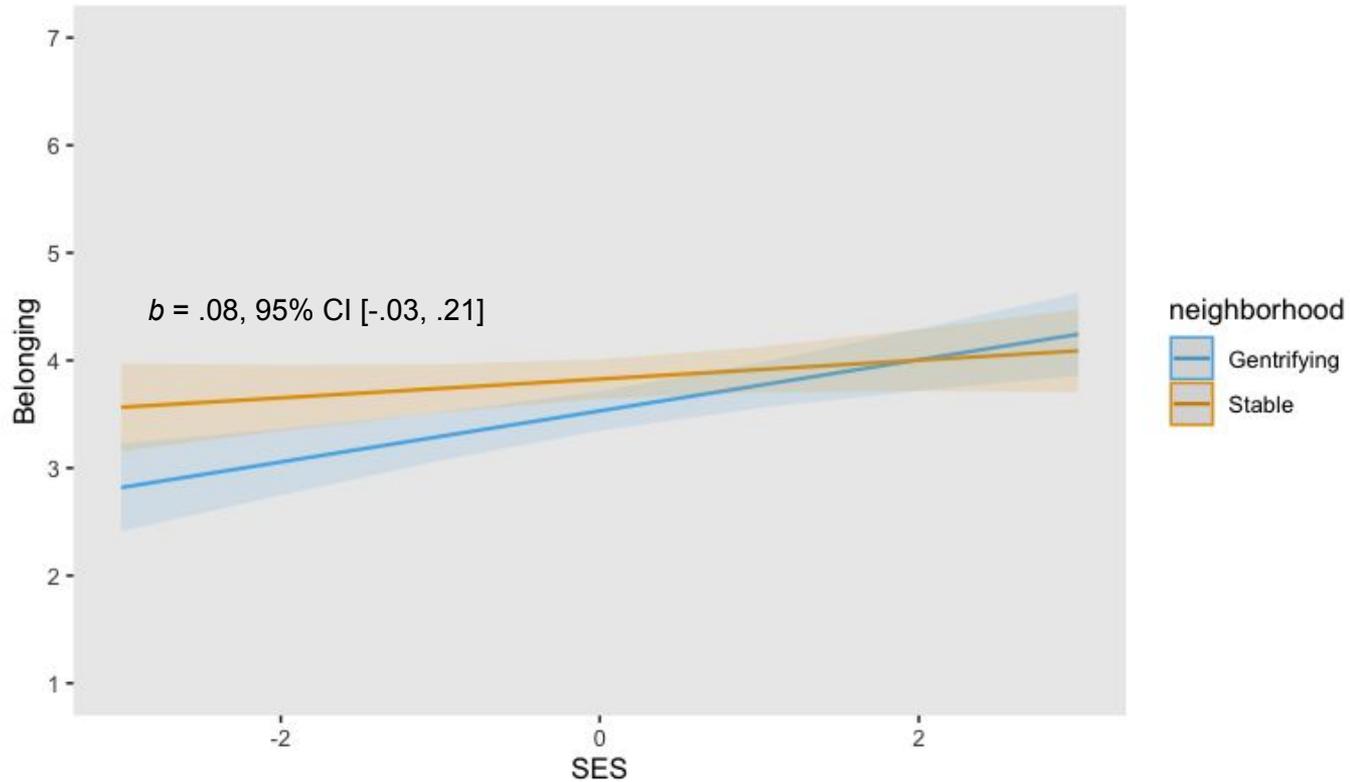
Error bars represent 95% CI

Neighborhood x Culture:  $b = .35$ ,  $SE = .001$ , 95% CI [.33, .37]

RQ2: Do gentrifying neighborhoods reduce belonging? Is this moderated by class?

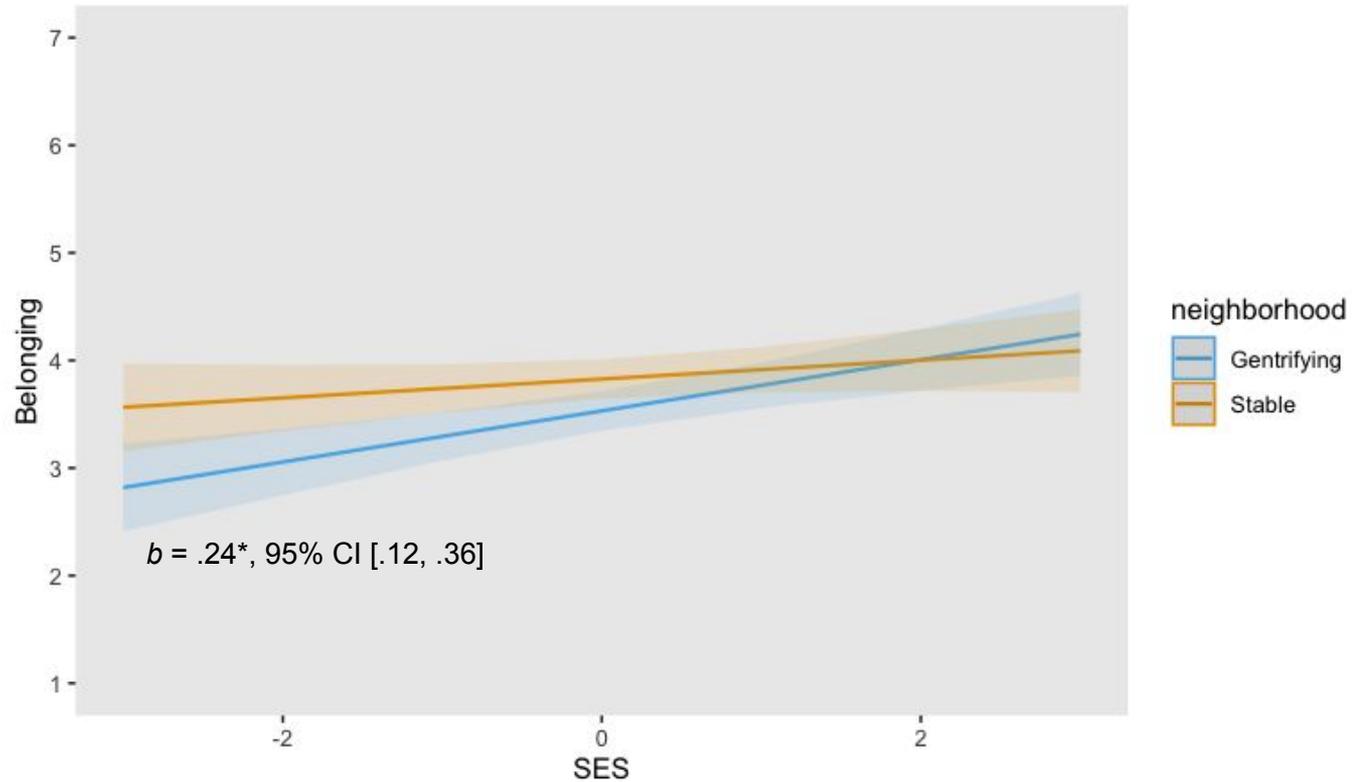


# Sense of belonging in the stable neighborhood does not vary with social class



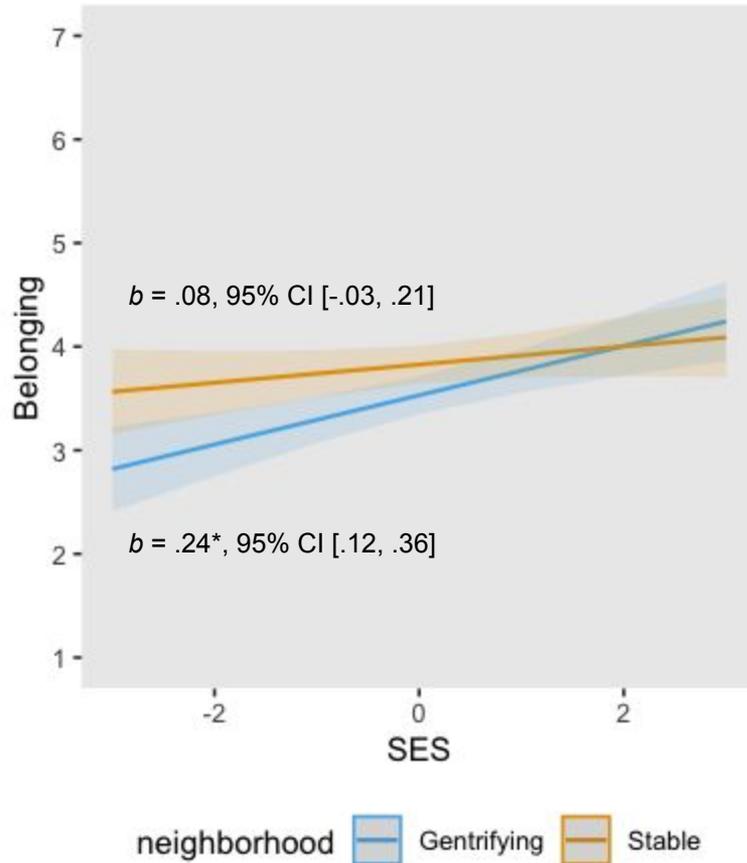
SES x Neighborhood:  $b = .08, SE = .04, 95\% \text{ CI } [.00, .15]$

## Lower SES predicts less belonging in the gentrifying neighborhood



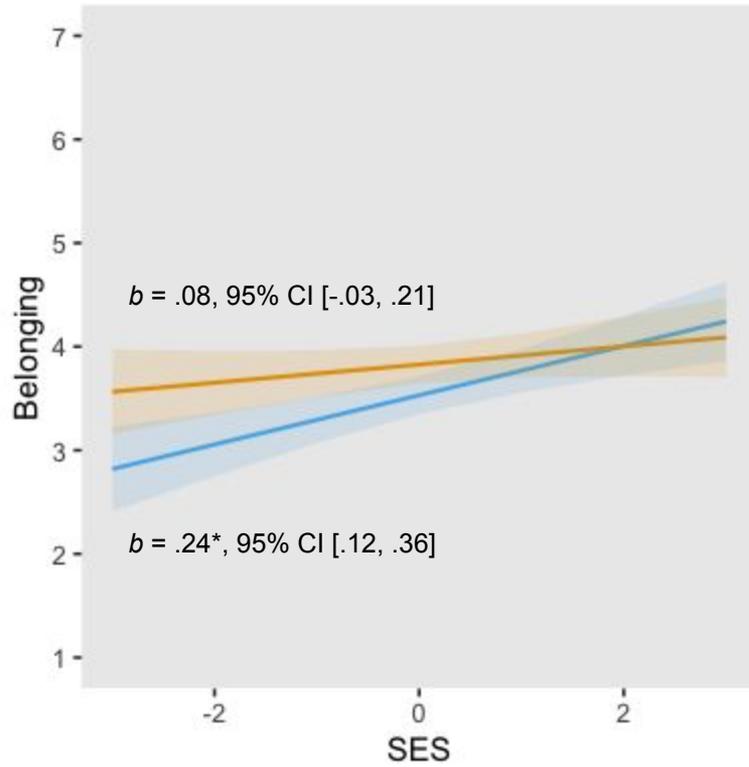
SES x Neighborhood:  $b = .08$ ,  $SE = .04$ , 95% CI [.00, .15]

# Objective vs subjective social class

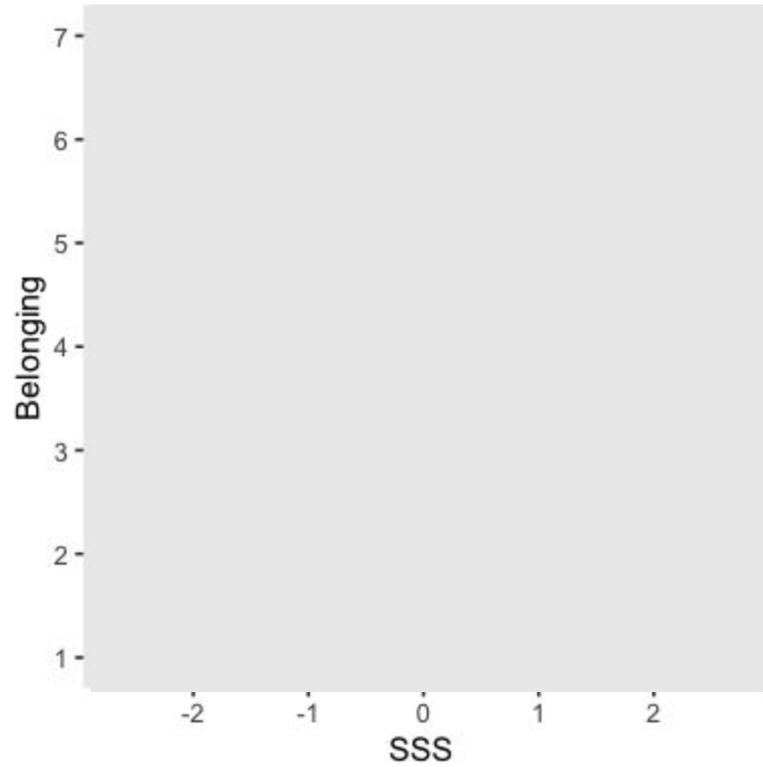


SES x Neighborhood:  $b = .08$ , 95% CI [.00, .15]

# Objective vs subjective social class



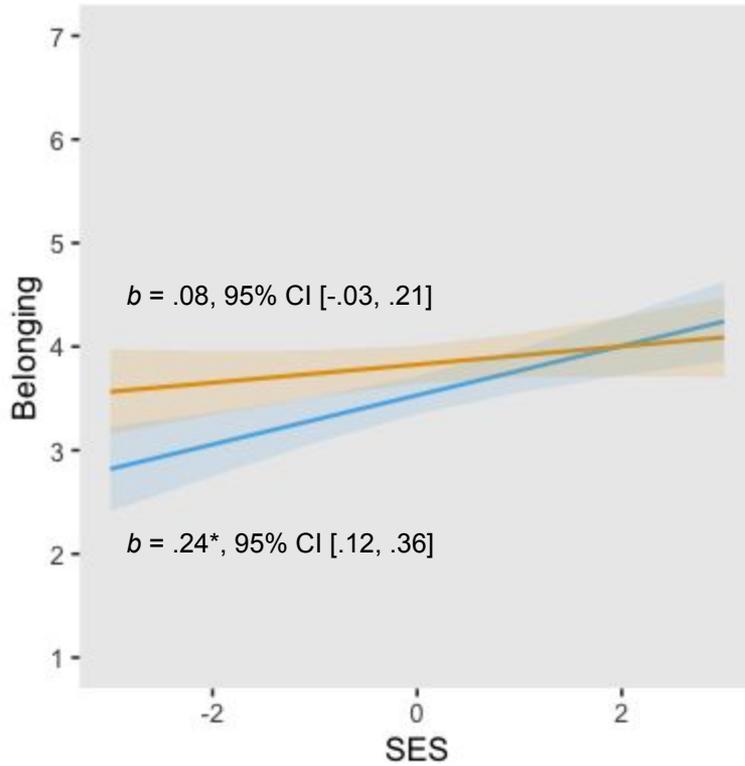
neighborhood ■ Gentrifying ■ Stable



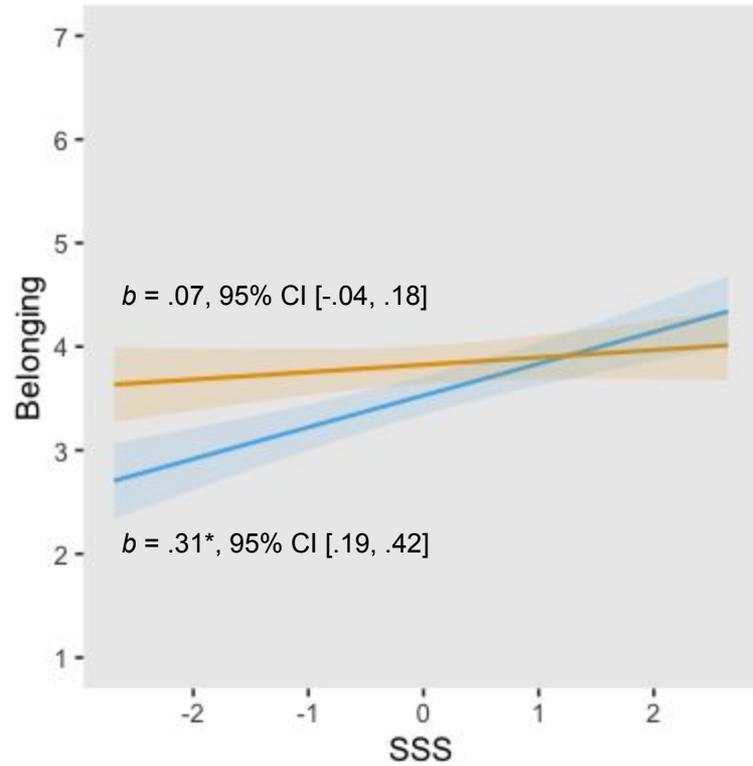
neighborhood ■ Gentrifying ■ Stable

SES x Neighborhood:  $b = .08, 95\% \text{ CI } [.00, .15]$

# Objective vs subjective social class



neighborhood ■ Gentrifying ■ Stable



neighborhood ■ Gentrifying ■ Stable

SES x Neighborhood:  $b = .08$ , 95% CI [.00, .15]

SSS x Neighborhood:  $b = .12$ , 95% CI [.05, .19]



## Summary & Implications

- Neighborhoods visually convey distinct cultural norms
- Lower social class individuals anticipate less belonging in neighborhoods that appear to be gentrifying
- Housing security alone may be insufficient to alleviate pressures of displacement
- Opportunities for equitable, culturally-sensitive investment

# Future directions

- Intersections w/ other vulnerable social groups (BIPOC, elderly)
- Consequences for health and civic engagement behaviors
- Longitudinal analyses and fieldwork



# Thank you!

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Quinn Russell  
Hannah Murray

Culture, Diversity & Health Lab  
Stereotypes, Identity & Belonging Lab  
Context Work Group



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